

# CONNIE PODESTA PRESENTS

## PRE-PROGRAM QUESTIONNAIRE

Connie Podesta wants to contribute in a meaningful way to your event's total success. Therefore, it is important that she receive as much information as possible prior to your event so she can create the best presentation to fit your specific needs. Please complete this questionnaire by \_\_\_\_\_ and return with any additional marketing promotional materials (program/event brochure, newsletters, invitations, press kits, etc.). If all information is not available, please complete as thoroughly as possible and follow-up with additional information. We appreciate your time and attention to detail. We know your time is valuable. Thank you so much for your help.

### LOGISTICAL INFORMATION

PLEASE NOTE: All information provided should reflect any information already listed on Connie's contract. A change or addition on this form does NOT constitute a change to the contract and MUST be requested and approved in writing by the speaker.

1. Organization (name & address): \_\_\_\_\_  
\_\_\_\_\_
2. Event dates: Begins \_\_\_\_\_ Ends \_\_\_\_\_
3. Event Location: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
4. Date Connie is speaking: \_\_\_\_\_
5. Start time of presentation (be specific): \_\_\_\_\_ End Time: \_\_\_\_\_
6. Additional Breakout: Start time: \_\_\_\_\_ End Time: \_\_\_\_\_
7. Room or Hall where Connie is speaking: \_\_\_\_\_
8. Event Function: General Session \_\_\_\_\_ Breakout \_\_\_\_\_ Luncheon \_\_\_\_\_ Other \_\_\_\_\_

### HOTEL AND TRANSPORTATION

PLEASE NOTE: Hotel reservations are to be made by the client and billed to client directly. King room, non-smoking, lower lever requested.

1. Hotel: \_\_\_\_\_ Confirmation number: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. Phone: \_\_\_\_\_ Fax: \_\_\_\_\_
4. Distance from event site (distance/time): \_\_\_\_\_
5. Connie will make her own airline reservations (unless otherwise agreed upon). Closest airport with jet service to event: \_\_\_\_\_

6. How will Connie get from the airport to the hotel? \_\_\_\_\_
7. How will Connie get from the hotel to your event? \_\_\_\_\_
8. Name of person meeting Connie: \_\_\_\_\_ Cell phone: \_\_\_\_\_
9. Where will they meet Connie? \_\_\_\_\_
10. Arranged Car or Limo Service (name): \_\_\_\_\_
11. Car service phone number: \_\_\_\_\_
12. Taxi or Shuttle Service: \_\_\_\_\_

Primary Contact Person prior to event:

13. Name: \_\_\_\_\_ Title: \_\_\_\_\_
14. Office phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_
15. Fax Number: \_\_\_\_\_ E-mail: \_\_\_\_\_
16. Home phone: \_\_\_\_\_

Primary Contact Person at the event (if different than above):

17. Name: \_\_\_\_\_ Title: \_\_\_\_\_
18. Office phone: \_\_\_\_\_ Cell phone: \_\_\_\_\_
19. Fax Number: \_\_\_\_\_ E-mail: \_\_\_\_\_
20. Home phone: \_\_\_\_\_

### **ORGANIZATION/EVENT AND AUDIENCE PROFILE**

1. Please provide a brief description of your organization. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. Who is your organization's target market? \_\_\_\_\_  
 \_\_\_\_\_
3. Who will be attending (i.e., executives, managers, employees, customers, clients)? \_\_\_\_\_  
 \_\_\_\_\_
4. What is the product or service offered by attendees? \_\_\_\_\_
5. Number attending event: \_\_\_\_\_ %male: \_\_\_\_\_ %female: \_\_\_\_\_

6. %who manage or supervise: \_\_\_\_\_ Educational background: \_\_\_\_\_
7. Spouses invited? \_\_\_\_\_ If so, will they be encouraged to attend Connie's presentation? \_\_\_\_\_
8. Average age: \_\_\_\_\_ age range: \_\_\_\_\_
9. Anything else Connie should know about this audience? \_\_\_\_\_
10. International attendees? \_\_\_\_\_
11. What term is used in reference to your customer: client \_\_\_\_\_ patient \_\_\_\_\_ etc. \_\_\_\_\_
12. What term is used in reference to your employees? associates \_\_\_\_\_ members \_\_\_\_\_ employees \_\_\_\_\_ etc. \_\_\_\_\_
13. What are the names and titles of your top executives who will be attending the event? \_\_\_\_\_  
\_\_\_\_\_
14. Who are your primary competitors? \_\_\_\_\_
15. What kind of year did your group have last year? \_\_\_\_\_
16. What do you expect for your group in the coming year? \_\_\_\_\_
17. What have been the most significant changes in the last year that your industry faced?  
\_\_\_\_\_
18. What is the conference/event theme or focus? \_\_\_\_\_
19. What is the specific purpose of your meeting? \_\_\_\_\_
20. Why did you choose Connie Podesta to present at this event? \_\_\_\_\_
21. What are your three most important objectives for Connie's presentation?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
22. Are there any sensitive issues that should be avoided? \_\_\_\_\_
23. What ideas/skills do you want your group to retain from Connie's presentation? \_\_\_\_\_  
\_\_\_\_\_
24. What is happening BEFORE her presentation? \_\_\_\_\_
25. What is happening AFTER her presentation? \_\_\_\_\_
26. What is the appropriate attire for event? formal/business \_\_\_\_\_ business casual \_\_\_\_\_ other \_\_\_\_\_
27. Introduction: Who will be making Connie's introduction? \_\_\_\_\_
28. Do you have a copy of Connie's introduction? \_\_\_\_\_

29. What speakers have you had in the past?  
Name Date Topic

30. What other speakers are on this program?  
Name Date Topic

### AUDIO/VISUAL REQUIREMENTS

1. The only AV requirement Connie requires is a *wireless hand-held microphone*. Will this be provided?  
\_\_\_\_\_
2. Connie does not use a podium. If there is one on stage, it should be moved to the side or back prior to her presentation so she has clear use of the stage. Are there any other questions we can answer for you concerning stage set-up? \_\_\_\_\_
3. In the case of large audiences, will Connie's presentation be shown on screens at the front of the room?  
\_\_\_\_\_